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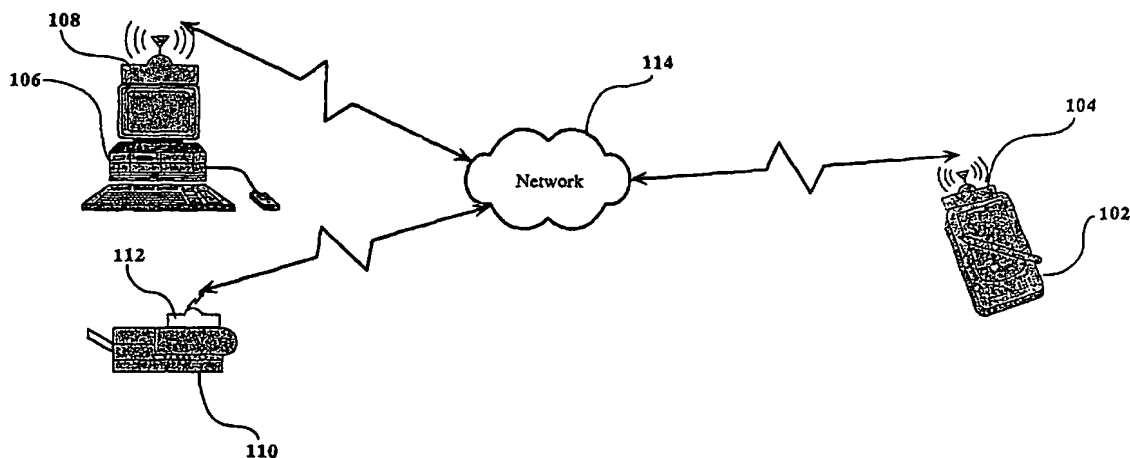
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(54) Title: METHOD AND SYSTEM FOR MARKETING A TREATMENT REGIMEN



(57) Abstract: A software program, for use on a computing device such as a Personal Digital Assistant (PDA) device, is provided to a health care provider (HCP). The software program configures the computing device with means for inputting profile information regarding patients and means for comparing the patient profile information against a database containing information regarding one or more drug studies performed on patients having similar medical histories and/or symptoms. The patient information is compared against the database, and, where appropriate, the healthcare provider is made aware that the patient associated with the patient profile could benefit from being prescribed to take the drug or drugs on which the study is based, and/or at a particular dose indicated by the study.